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Before the FEDERAL COMMUNICATIONS COMMISSION RECEIVED Washington, DC 20554

AUG 1 3 2004

In the Matter of

Media Bureau

in the	Matter of		
Table FM B (Lake	dment of Section 73.202(b) of Allotments roadcast Stations Charles, Louisiana and Orange, Texas))))	Federal Communications Commission Office of Secretary MB Docket No RM
	Office of the Secretary Assistant Chief, Audio Division		

RESUBMISSION OF PETITION FOR RULE MAKING

Apex Broadcasting, Inc. ("Apex"), licensee of KBXG(FM), Lake Charles, Louisiana, by its counsel, hereby resubmits the Petition for Rule Making (the "Petition") that it filed on May 24, 2004. The Petition was incorrectly returned by letter on July 13, 2004. In support hereof, Apex states as follows:

1. The Petition proposed to delete Channel 258C0 from Lake Charles, Louisiana and allot Channel 258C0 to West Orange, Texas as that community's first local service. On July 13, 2004, counsel for Apex received a letter from John A. Karousos, Assistant Chief of the Audio Division, which returned the Petition as premature (the "Letter"). *See* Attachment 1. The Letter indicated that the Petition was premature because there was a one-step application on file with the Commission (File No. BPH-20040428AAG) for the upgrade of KBXG from Channel 258C1 to Channel 258C0 that had not yet been granted. However, the Letter was issued in error because, while Apex does have the referenced application pending at the Commission, it is not a one-step application. Apex has already been issued a construction permit to upgrade KBXG to

No. of Capies rec'd 0+4 List ABCDE

¹ Attachment 2 is a copy of the page where Apex certified that the application was not a one-step proposal.

Channel 258C0.² See File No. BPH-19980602IJ. Rather, the application only proposes to relocate the KBXG transmitter and make other minor changes. Further, as evidenced by the FM Table of Allotments for Lake Charles, Louisiana, attached hereto as Attachment 3, Channel 258C0 is listed as allotted to Lake Charles, Louisiana pursuant to a previous construction permit issued to Apex. See File No. BPH-19980602IJ.

2. Therefore, rather than petition the Commission for reconsideration of the decision to return the Petition, Apex is resubmitting its Petition to delete Channel 258C0 from Lake Charles, Louisiana and allot Channel 258C0 to West Orange, Texas as that community's first local service. See Attachment 4. Apex reiterates that if the Commission allots Channel 258C0 at West Orange as that community's first local service, it will file an application and will construct the facilities as authorized. The Commission should promptly issue a Notice of Proposed Rule Making as described in the Petition.

Respectfully submitted,

APEX BROADCASTING, INC.

By:

Mark M. Lipp Scott Woodworth

Vinson & Elkins L.L.P. 1455 Pennsylvania Ave, NW

Suite 600

Washington, DC 20004-1008

(202) 639-6500

Its Counsel

August 13, 2004

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² Apex, simultaneously with the filing of its pending minor change application, turned in the construction permit that it was issued pursuant to File No. BPH-19980602IJ so that a new construction permit could be issued. *See* Technical Statement, File No. BPH-20040428AAG. However, the FM Table of Allotments, Section 73.202(b), retains Channel 258C0 at Lake Charles, Louisiana.





Federal Communications Commission Washington, D.C. 20554

July 13, 2004

Mark N. Lipp, Esq. Vinson & Elkins L.L.P. 1455 Pennsylvania Ave., N.W. Suite 600 Washington, D.C. 20004-1008

Dear Mr. Lipp:

This is in response to the petition for rule making you filed on behalf of Apex Broadcasting, Inc, requesting the reallotment of Channel 258C0 from Lake Charles, Louisiana to West Orange, Texas, as the community's first local aural transmission service.

We have reviewed the proposal and find that it is unacceptable for consideration at this time. Specifically, the proposal is premature since the one-step application (File No. BPH-20040428AAG) for the upgrade from Channel 258C1 to Channel 258C0 at Lake Charles has not been granted, and no authorization has been issued. Accordingly, we cannot consider your petition for rule making to reallot Channel 258C0 from Lake Charles, Louisiana to West Orange, Texas.

Therefore, we are returning your petition for rule making. You may refile your petition, after there has been a disposition on the one-step upgrade application.

Sincerely,

John A. Karousos

Assistant Chief, Audio Division

Media Bureau

Enclosures

ATTACHMENT 2

(Copy of the relevant pages to File No. BPH-20040428AAG. See question 4 for Apex certification that the application is not a one-step proposal)

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0027 (June 2002)	FOR FCC USE ONLY	
FCC 301			
APPLICATION FOR CONSTRU COMMERCIAL BROAD	CASE SEATION	for commission use only file no. BPH - 20040428AAG	
Read INSTRUCTIONS Before	Filling Out Form		

L	Read INSTRUCTIO	NS Before Filling Out Form				
Sec	ction I - General Information					
1.	Legal Name of the Applicant APEX BROADCASTING, INC.					
	Mailing Address C/O 1964 ASHLEY RIVER ROA	AD				
	City CHARLESTON		State or Country (if foreign address) ZIP Code 29407 -			
	Telephone Number (include area 8438529003	code)	E-Mail Address (if available)			
		Call Sign KBXG	Facility ID Number 53643			
2.	Contact Representative (if other to JOHN C. TRENT, ESQUIRE	han Applicant)	Firm or Company Name PUTBRESE HUNSAKER & TRENT, P.C.			
	Telephone Number (include area 5404597646	code)	E-Mail Address (if available) FCCMAN3@SHENTEL.NET			
3.	If this application has been submi C Governmental Entity C Othe		on for fee exemption (see 47 C.F.R. Secti	on 1.1114):		
4.	Application Purpose					
	C New station		C Major Modification of construction	permit		
	C Major Change in licensed fac	cility	C Minor Modification of construction	permit		
	Minor Change in licensed fac	cility	C Major Amendment to pending appli	C Major Amendment to pending application		
			C Minor Amendment to pending application			
	(a) File number of original const	truction permit:	- NA			
	(b) Service Type:		C AM © FM C TV C DTV			
	(c) Community of License: City: LAKE CHARLES (d) Facility Type		State: LA Main C Auxiliary			
	If an amendment, submit as an Exhibit a listing by Section and Question Number the portions of the pending application that are being revised. [Exhibit 1]					

NOTE: In addition to the information called for in this section, an explanatory exhibit providing full particulars must be submitted for each question for which a "No" response is provided.

Section II - Legal

	Longitu Degrees		tes 34 Secor	nds 35	• West	C East						!
4.	Degrees 93 Minutes 34 Seconds 35 West											
5.	Antenna	Structure	e Registratio	n Numbe	r: 102068	4						
			e Notific									أا
			eight Above						402meter			
			on Center A on Center A			:		*	317 mete		317 mete	
			on Center A						307.9met		307.9me	
		e Radiate		OOVE AVE	rage Terran	1.			100 kW(311.3me 100 kW(
	Maximu	ım Effecti	ve Radiated na ONLY)	Power:	Not Appl	icable	* 1		kW(H)		kW(V)	<u> </u>
12.			nna Relative	Field Va	lucs.		le (Nondirec	tional)				
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0_			10		20]	30] [10		50	
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120			130		140]	150] [160		170	
180												
240			250		260	<u>]</u>	270		280		290	
300												
Ad Az	Additional Azimuths											

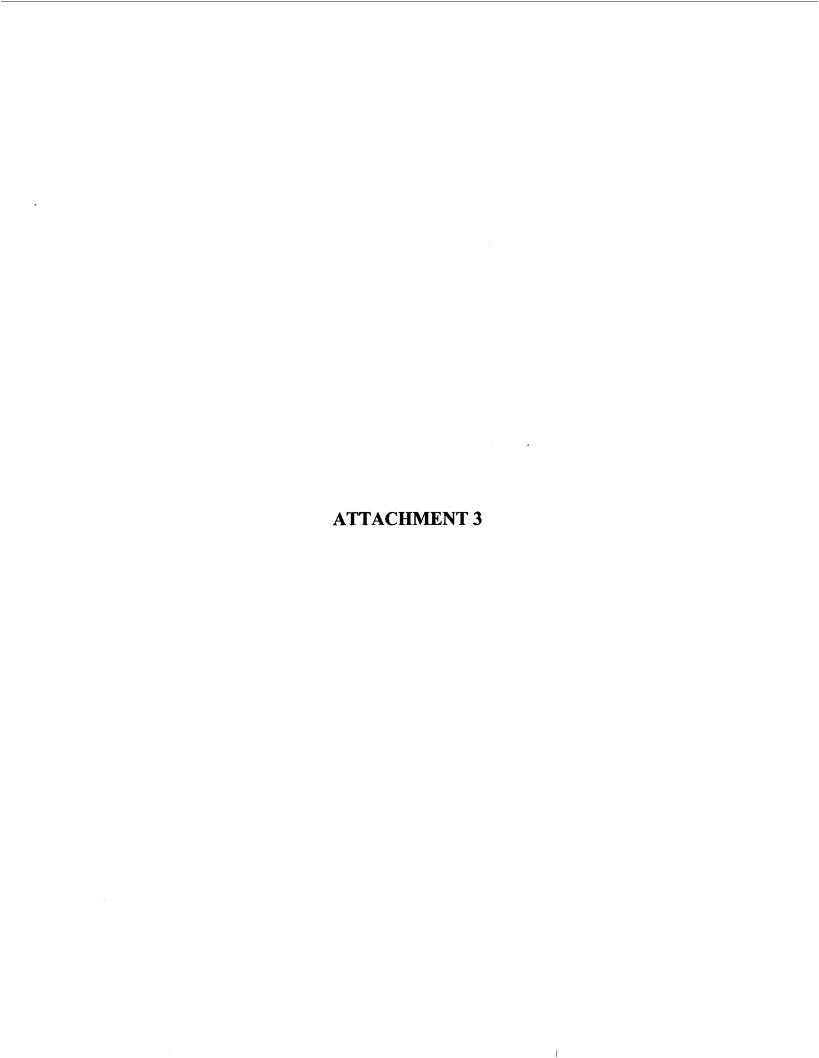
Relative Field Polar Plot

NOTE: In addition to the information called for in this section, an explanatory exhibit providing full particulars must be submitted for each question for which a "No" response is provided.

CERTIFICATION

AUXILIARY ANTENNA APPLICANTS ARE NOT REQUIRED TO RESPOND TO ITEMS 13-16. PROCEED TO ITEM 17.

13. Allotment. The proposed facility complies with the allotment requirements of 47 C.F.R. Section 73.203.	⊙ Yes C No
	See Explanation in [Exhibit 21]
14. Community Coverage. The proposed facility complies with 47 C.F.R. Section 73.315.	⊙ Yes C No
	See Explanation in [Exhibit 22]



Federal Communications Commission

§ 73.202

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LOUISIANA—Continued

	Channel No.		Channel No.
fadisonville	230C2	Alexandria	226C, 230A, 245C, 262C, 295A
Manchester	276A, 289C3	Amite	243A
Mannsville	260C3	Arcadia	223A
Marion	274A	Atlanta	293C3
Mayfield	234C2	Baker	297A
vlaysville	240A	Ball	288A
vicKee	300A	Basile	271C1
Middlesboro	224A	Bastrop	230A, 247A, 261C2
Midway	300A	Baton Rouge	251C, 264C1, 268C, 273C
Monticello	226A, 269A	Bayou Vista	237C3
Morehead	242A, 291C3	Belle Chasse	275C3
Morganfield	237A	Benton	221A
vlorgantown	256A	Berwick	290A
Aount Sterling	288C3, 294B1	Blanchard	271C3
Mount Vernon	275A	Bordelonville	280A
/lunfordville	272A	Boyce	27203
Aurray	279C1	Breaux Bridge	243C2
Nicholasville	273A	Brusty	241C2
Owensboro	223C, 241C	Bunkie	282C3
Owingsville	299A	Clayton	266A
Paducah	227C1, 245C1	Clinton	224C2
Paintsville	255C1	Columbia	276C3
		Coushatta	235C3
Paris	245C2		275C
Philpot	234A	Crowley Delhi	228A
Pikeville	226C2		
Pineville	292A	DeQuincy	221C3
restonsburg	238C, 267A	DeRidder	250C2
Princeton	285A	Donaldsonville	285A
Providence	249A	Dubach	249C1
Radcliff	278C3	Empire	283C2
Reidland	294A	Erath	300C1
Richmond	268C3	Eunice	288A
Russell Springs	224A	Farmerville	224A
Russellville	266C1	Ferriday	296C3
Salyersville	293C3	Folsom	285A
Science Hill	291A	Franklin	288A, 295C3
Scottsviile	257A	Franklinton	255A
Shelbyville	269A	Galliano	232C1
Shepherdsville	286A	Gibsland	283A
Smith Mills	233A	Golden Meadow	289C2
Smiths Grove	296C2	Hammond	277C, 296A
		Haughton	279A
Somerset	246C2, 272A	Haynesville	288A
Springfield	274A	Hodge	231C2
St. Matthews	276A		
Stamping Ground	241A	Homer	272A, 294C2
Stanford	242C3	Houma	281C, 298C1
Stanton	285A	Jackson	283A
Sturgis	267A	Jena	274A
Tompkinsville	221A, 274A	Jennings	225C2
Valley Station	290A	Jonesboro	285C3
vanceburg	285A	Jonesville	286A
Vancleve	260A	Kaplan	247C2
Versaitles	292A	Kenner	287C1
Vine Grove	268A	Kentwood	231C1
Virgie	298A	Lacombe	234A
West Liberty	275A	Lafayette	233C, 238C2, 260C
Westwood	259A	Lake Arthur	298C2
Whitesburg	280A	Lake Charles	241C1, 258C0, 277C2
Minitaevilla		Lake Providence	224A
Whitesville		LaPlace	222C
Whitley City	2404	Larose	262C2
Wickliffe		Leesville	224A, 228C3, 252A, 289C3
Williamsburg		Mamou	266C3
Williamstown			
Wilmore	237A	Mansfield	224A, 284C3
Winchester	261C2	Mansura	
·	l	Many	296C3
		Marksville	249A
	LOUISIANA	Maurice	292A
		Minden	
	Channel No.	Monroe	
	Ustaille IVU.		
		Moreauville	221A



Before the FEDERAL COMMUNICATIONS COMMISSION Washington, DC 20554



RECEIVED

In the Matter of				
Amendment of Section 73.202(b)	\	MAY 2 4 2004		
Table of Allotments FM Broadcast Stations) MB Docket No	FEDERAL COMMUNICATIONS COMMISSION OFFICE OF THE SECRETARY		
(Lake Charles, Louisiana and) RM			
West Orange, Texas))			
To: Office of the Secretary Attn: Assistant Chief Audio Division	on	•		

PETITION FOR RULE MAKING

Apex Broadcasting, Inc. ("Apex"), licensee of KBXG(FM), Lake Charles, Louisiana, by its counsel, hereby submits this Petition for Rule Making, which proposes to delete Channel 258C0 from Lake Charles, Louisiana and allot Channel 258C0 to West Orange, Texas as that community's first local service. If this Petition is granted, Apex will file an application for Channel 258C0 at West Orange and construct the facilities as authorized. The following table summarizes the changes requested in this Petition:

City	Char	nel
	Existing	Proposed
Lake Charles, Louisiana	241C1, 258C0, 277C2	241C1, 277C2
West Orange, Texas	· . ••• .:	258C0

I. Technical Analysis

Media Bureau

1. As demonstrated in the Technical Exhibit, Channel 258C0 can be allotted to West Orange at coordinates 30-07-21 North Latitude, 93-36-21 West Longitude consistent with Section 73.207 of the Commission's Rules with respect to all existing and proposed domestic

allotments and facilities. See Figure 1. A 70 dBu signal can be provided to West Orange from the proposed reference coordinates. See Figure 2. The relocation of KBXG from Lake Charles to West Orange will result in a predicted net gain in population of 273,454 persons within the KBXG 60 dBu contour. See Figure 3. The entire loss area will continue to receive at least 5 other aural services and will thus remain well served. See Figure 4.

II. Change in Community of License

2. Apex desires to change the community of license of KBXG from Lake Charles to West Orange under the guidelines set forth in Amendment of the Commission's Rules Regarding Modification of FM and TV Authorizations to Specify a New Community of License, 4 FCC Rcd 4870 (1989), recons. granted in part, 5 FCC Red 7094 (1990). There, the Commission stated that a station may change its community of license without subjecting the license to other expressions of interest if (1) the proposed allotment is mutually exclusive with the current allotment; (2) the current community of license will not be deprived of its only local service; and (3) the proposed arrangement of allotments is preferred under the Commission's allotment priorities. These criteria are met here. First, the proposed use of Channel 258C0 at West Orange is mutually exclusive with the current use of Channel 258C0 at Lake Charles. See Figure 1. Second, Lake Charles will not be deprived of its only local service because it will continue to be served 4 FM stations and 3 AM stations. Third, the provision of a first local service at West Orange (2000 U.S. Census population 4,111) under Priority 3 will result in a preferential arrangement of allotments over the retention of an eighth local service at Lake Charles (2000 U.S. Census population 71,757) under Priority 4. See Revision of FM Assignment Policies and Procedures, 90 FCC 2d 88 (1982).

3. West Orange is not located in an Urbanized Area. The proposed 70 dBu contour of KBXG will cover 100% of the Port Arthur and Beaumont Urbanized Areas. However, KBXG is currently located in the Lake Charles Urbanized Area. Therefore, this relocation does not implicate the Commission's policy regarding the migration of stations into urban areas. See Headland, Alabama and Chattahoochee, Florida, 10 FCC Rcd 10352 (1995) ("Headland"); Faye and Richard Tuck, 3 FCC Rcd 5374 (1988) ("Tuck"). Nevertheless, a Tuck showing is provided. In making the determination whether to award an urbanized community a first local service preference, the Commission will consider (1) the extent to which the station will provide service to the entire Urbanized Area, (2) the relative populations and proximity of the suburban and central city, and, most importantly, (3) the independence of the suburban community. Tuck, 3 FCC Rcd at 5377-78. In this case, from the proposed transmitter site, KBXG would place a 70 dBu contour over 100% of the Port Arthur and Beaumont Urbanized Areas. The population of West Orange (2000 U.S. Census 4,111) is 7.1% of that of Port Arthur (2000 U.S. Census 57,755) and 3.6% of that of Beaumont (2000 U.S. Census 113,866). West Orange is located 53.05 kilometers from Port Arthur and 27.79 kilometers from Beaumont. These figures are similar to those of other suburban communities granted a first local preference. See, e.g., Old Fort, Fletcher, and Asheville, North Carolina; Surgoinsville, Tennessee, and Augusta, Georgia, 18 FCC Rcd 12181, 12182 (2003) (Fletcher's population is 6.1% of that of Asheville, and Fletcher is located 17 kilometers from Asheville); Malvern and Bryant, Arkansas, 14 FCC Rcd 3576, 3577 (1999) (Bryant's population is 3% of that of Little Rock, and Bryant is located 20 miles from Little Rock). Nevertheless, the Commission has repeatedly stated that these factors are less important than evidence of independence. See Headland, 10 FCC Rcd at 10355. The following analysis of the eight *Tuck* factors demonstrates the independence of West Orange from Port Arthur and Beaumont.

- (1) Extent to which the residents of West Orange work in West Orange. According to 2000 Census figures, 263 of the 1,625 employed individuals in West Orange, or 16.2%, work at their place of residence. See Exhibit 2. This percentage compares favorably with other independent communities. See, e.g., Albemarle and Indian Trail, North Carolina, 16 FCC Rcd 13876 (2001), application for review pending (11.3% of working-age residents worked in community); Coolidge and Gilbert, Arizona, 11 FCC Rcd 3610 (1996) (13% of Gilbert's working population actually worked in Gilbert).
- (2) Newspapers and other media that cover West Orange's local needs and interests. The Orange Leader is a daily publication that is delivered to subscribers, and can also be located on the internet at <www.orangeleader.com>. The Orange Leader has served Orange County since 1875, and while it is a county paper, it provides the community of West Orange with local coverage. Therefore, the residents of West Orange do not have to rely on the media in Port Arthur or Beaumont. See Exhibit 2.
- (3) Community leaders and residents perceive West Orange as being separate from Port Arthur and Beaumont. West Orange is located in Orange County, Texas. The town plat for West Orange was filed in 1902 and a substantial community subsequently developed due to West Orange's proximity to the industrial facilities at Port Vernon. West Orange was incorporated in 1954 and is currently administered by a five member city council, headed by a mayor. The mayor of West Orange, Roy McDonald, recently attended the opening of a Goody's Clothing Store in West Orange. Mayor

McDonald was quoted as saying that he "is proud they have given 60 people new jobs." See Exhibit 2.

Orange operates independently of any other government and is administered by a mayor and city council. Pursuant to the city charter, the city council shall enact local legislation, adopt budgets, determine policies, employ the city officials, execute the laws, and administer the government of the city. The mayor is the chief executive officer of West Orange, and is responsible for ensuring that the laws and ordinances of the city are enforced. In addition to the mayor and city council, the officials of West Orange include the city attorney, the chief of police, the city secretary, the municipal judge, the public works director, the building inspector, the fire marshall, and the fire chief. See Exhibit 2.

West Orange has a municipal court, which has jurisdiction within the corporate limits in all criminal cases arising under ordinances of the city, and has concurrent jurisdiction with any justice of the peace in any precinct in which the city is situated in all criminal cases arising under the criminal laws of the state. See Exhibit 2.

- (5) West Orange has one zip code. The zip code assigned to West Orange is 77630, and the U.S. Postal Service operates an office at 3109 Edgar Brown Drive in West Orange. The listings for West Orange are contained in the Greater Orange-Bridge City phone book. The residents of West Orange can use this phone book and do not have to rely on the Port Arthur or Beaumont phone books. See Exhibit 2.
- (6) West Orange has its own commercial establishments and health facilities. West Orange is home to a variety of businesses and commercial establishments. The Greater Orange Area Chamber of Commerce provides a listing of

businesses located in West Orange and serving the community of West Orange. These businesses include, Amtex Bankshares, Beaty Insurance Agency, N&T Construction, Texas Polymer Service, Trampolines USA, West Orange Mobile Home Park, Orange County Ice, Toni's Nails, Marine Grocery, Western Avenue Automotive, and the Appliance Store. See Exhibit 2.

Health care and dental services are provided to the community of West Orange by a number of sole practitioners. West Orange is also home to a number of religious organizations, including the Christian Church of West Orange, the First Baptist Church of West Orange, the Calvary Baptist Church of West Orange, and the St. Johns United Methodist Church. See Exhibit 2.

- (7) West Orange is a separate and distinct advertising market from Port

 Arthur and Beaumont. The Orange Leader provides the businesses of West Orange

 with a place to advertise to the residents of West Orange without relying on the Port

 Arthur or Beaumont advertising markets. See Exhibit 2.
- (8) West Orange has its own schools, police protection and fire protection.

 The city of West Orange encompasses two school districts. The West Orange-Cove Independent School District serves the residents who live on the eastern side of West Orange. The Bridge City Independent School District serves the residents who live on the western side of West Orange. The West Orange-Cove Independent School District administers one high school, one middle school and three elementary schools. The West Orange-Stark High School football team is one of the most successful teams in Texas. It

¹ West Orange shares a zip code with Orange, Texas. Therefore many of the businesses listed in this section have an "Orange" mailing address. However, research of the location of these businesses indicate that they are located in West Orange.

has the highest winning percentage of all division 4A schools in Texas. The community of West Orange is very proud of their football team and they have a website devoted to the team. See Exhibit 2.

The West Orange Police Department is managed by the chief of police, Michael S. Stelly. The police department was established by the city charter and the department is dedicated to making the community of West Orange a better place to live. The West Orange Fire Department, also established by the city charter, is administered by the fire marshall, Lewis Hogan. The fire marshall is responsible for the overall planning of fire prevention in the city. See Exhibit 2.

4. West Orange is clearly independent of Port Arthur and Beaumont and therefore deserving of a first local service. As demonstrated above, West Orange satisfies all of the independent community indicia required by *Tuck*.

III. <u>CONCLUSION</u>

For the foregoing reasons the Commission should delete Channel 258C0 at Lake Charles, Louisiana and allot Channel 258C0 at West Orange, Texas as that community's first local service. Apex reiterates that if the Commission allots Channel 258C0 at West Orange as that community's first local service, it will file an application and will construct the facilities as authorized. The Commission should promptly issue a Notice of Proposed Rule Making as described herein.

Respectfully submitted,

APEX BROADCASTING, INC.

By:

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(202) 639-6500

Its Counsel

May 24, 2004

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